



**Commonwealth of Massachusetts
Health Care Quality and Cost Council
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Chair

KATHARINE LONDON
Executive Director

Communications and Transparency Committee

Meeting Minutes

Wednesday, December 5, 2007

3:15 – 5:00 p.m.

One Ashburton 21st floor, room 1
Boston, MA

Committee Members Present: Kevin Beagan, JudyAnn Bigby, Kenneth LaBresh, Shannon Linde, Dolores Mitchell, and Robert Seifert

Meeting called to order at 3:15

I. Approval of Minutes of Committee Meeting November 7, 2007

The Committee approved the minutes of its November 7, 2007 meeting.

II. Update on Development of Communications Strategy and Web Design
Lauren Louison, SolomonMcCown

- Laren Louison gave an update on SolomonMcCowns's progress with respects to the contracted work plan and timeline. The Communication's vendor conducted 33 audit interviews with Council members and other experts in the field. The vendor is in the process of running four focus groups and reports that 50% of participants are minorities. The vendor also has a separate contract with a member of the Councils Advisory Board to interview doctors. All of the information gathered from both the interviews and the focus groups will be used in the website development and design.
- Katharine London announced that the consumer feedback received from the focus groups will be helpful in applying for a waiver to exclude the Council from mass.gov's rules and regulations in the design of the website.

III. Discussion of selection of quality measures for the Council website, based on the principles approved by the Council

- John Freedman walked the Committee through a set of sixteen proposed quality measures to be used on the Council website.
- The Committee reviewed and discussed the sixteen sets of measures to make sure that it applies to the Council goals. Freedman concludes that although all of the measures do not meet all of the criteria, the 16 measures chosen make the mark.

- Committee agree that the measure meet the Committee's standards, however that the list of measures be circulated to the Patient Safety Committee and the Advisory Council for review before it is brought to the Council. The Committee is interested in making sure that the measures reflect and capture all of the Councils goals.

IV. Review of Scope of Services for Analytic Operations vendor/ Review of Scope of Services for Web Development RFP

- Committee reviewed and discussed the scope of service for the Analytic Operations vendor and the Web Development RFP. Katharine will be talking to Commissioner Sarah Islain to see who she can designate to assist the Council in this effort. The Council needs someone who is familiar with this work to assist in the review and drafting process.
- Committee suggests creating an outline representing each RFP vendor and the contracted task list. Katharine London will work to put this document together with hope that it will assist in looking at how each vendors work relates to another. All of the contracted consultants will work in conjunction and the work will all be approved by the Council.
- Committee reviewed the scope of work for current and potential contract vendors and suggests that a set of performance standards for each vendor be drafted to make sure that each vendor holds responsibility as part of the whole.

V. Presentation on Competitive Effects of Price Transparency

Leemore S. Dafny, Assistant Professor of Management & Strategy, Kellogg School of Management, Northwestern University

- Leemore S. Dafney presented on the competitive effects of price transparency. Her presentation looked at defining price transparency and its competitive implications on cost. Dafney was recommended to the Council via a national search. Her expertise includes health and aging economics.
- Council reviewed Dafney's presentation and research and discussed the need to seek counter argument with respects to price transparency and its implications on cost. Committee recommend that anyone who knows of an expert in this field contact Katharine London.

VI. Discussion of selection of cost measures for the Council website

My notes do not reflect that this item was talked about separately. It looks like it was apart of the conversation that took place on the previous item. Please review your notes and let me know.

VII. Committee assignments and next steps

Committee request that recommendations and/or suggestions on the sixteen proposed principals be sent to Katharine London for review.

Meeting Adjourned at 5:00pm

